

# The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT



Having just registered at the CUNA National Board meeting in Atlantic City, James Clyde and Arthur Gulley of Oregon are intent on the materials furnished at the Registration Table.

UNIVERSITY MICROFILMS  
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ANN ARBOR, MICHIGAN  
EXCHANGE

Official Publication

September, 1953

## Credit Union National Association

# Federal Credit Unions May Participate in POP Program

FEDERAL CREDIT UNIONS may participate in the POP Program, and in fact are encouraged to do so, by a recent letter from Deane Gannon, Director of the Bureau of Federal Credit Unions, to Thomas W. Doig, CUNA Managing Director.

There had been some confusion about Federal Credit Unions subscribing to the POP Fund, because the Federal Credit Union Handbook points out that credit unions are not authorized to make donations.

Referring to the POP Program

subscriptions, Mr. Gannon wrote: "It is my opinion that such subscriptions are not donations. The Credit Union subscribing is entitled to receive all services and materials developed by the Public Relations Department of the Credit Union National Association, Inc. and also have available counsel and assistance in any public relations project of its own. These services are of direct and effective utility in the production of new members for the credit union participating in the Public Relations program.

"Accordingly," Mr. Gannon's letter continued, "participation in the Public Relations program is not only not contrary to the powers contemplated by the Federal Credit Union Act, but is, in fact, a direct aid and stimulus to carrying out the basic and authorized purpose of such Act."

Subscriptions to the POP Program should be charged to educational expense and be designated as public relations expense, according to Mr. Gannon's letter.

## Coming Events

**September 18-19**—Wisconsin Credit Union League annual meeting, Hotel Lorraine, Madison, Wisconsin.

**September 25-26**—Indiana Credit Union League annual meeting, Claypool Hotel, Indianapolis, Indiana.

**September 26**—Maine Credit Union League annual meeting, St. Croix Church, Lewiston, Maine.

**October 8-9-10**—Florida Credit Union League annual meeting, Orange Court Hotel, Orlando, Florida.

**November 6-7-8**—California Credit Union League annual meeting, Sacramento, California.

**November 20-21**—Missouri Credit Union League annual meeting, President Hotel, Kansas City, Missouri.

**March 19-20, 1954**—Tennessee Credit Union League annual meeting, Read House, Chattanooga, Tennessee.

**April 2-3, 1954**—Colorado Credit Union League annual meeting, Shirley-Savoy Hotel, Denver, Colorado.

**April 23-24-25, 1954**—Kansas Credit Union League annual meeting, Baker Hotel, Hutchinson, Kansas.

**May 20-21-22, 1954**—Ontario Credit Union League annual meeting, Royal York Hotel, Toronto, Ontario.

**June 11-12, 1954**—Washington Credit Union League annual meeting, Columbia Hotel, Wenatchee, Washington.



## WINS EDUCATIONAL AWARD

Wyandotte Chemicals Employees' Credit Union, Wyandotte won the Educational Display award at the Michigan Credit Union League annual meeting. This is the second year in a row that Wyandotte Chemicals has won the educational plaque.

Note how effectively the display tells the story of the credit union, its daily operations and services to its members.

## The Credit Union Bridge

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All subscriptions received before the 15th of the month start automatically with the issue of the current month. All those received after the 15th of the month start with the following month. To insure prompt delivery of The Credit Union Bridge, where you change your readership please send in a postcard with your former address as well as your new address. When sending in a single subscription or a group of subscriptions, The Credit Union Bridge would appreciate it if you would mark all renewal subscriptions conspicuously with the word "renewal."

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The Credit Union Bridge

# How To Run A Credit Union Publication

By Ernest D. File

**E**VERY CREDIT UNION has a story to tell to its members and potential members. It is your duty to inform them about the many ways you can aid them, how your credit union is growing, and what is taking place throughout the entire credit union movement. The more a member knows about his credit union, the better member he becomes.

Many firms, employee groups, and organizations publish magazines, plant newspapers, bulletins and other periodicals. If such a publication exists at your firm, arrange with its publisher for a credit union page or column. To tell your story, you may even be required to advertise in it. Results will more than pay for the cost of the advertisements.

If there is no publication at your firm, you will have the best opportunity to tell and sell your credit union. You can start your own paper and make it the unofficial publication of your firm's employees. Tell your credit union story

first, then give the news of other groups, recreation, union, welfare, or any other worthwhile items. The people who make up your organization, are the same ones who take

Dear Sir:

I have just finished reading the article, "Telling Your Credit Union Story to the People in Your Community" (Bridge, June, 1953). This is a wonderful idea, but I feel that first it should be told to our own credit union members, and prospective members.

Several weeks ago I wrote an article for some neighboring credit unions, who had inquired about our monthly bulletin, "The Alexandria Postal Credit Union Bulletin." They have suggested that I pass it on to you.

—Ernest D. File  
Alexandria, Virginia

part in other organizational activities. Give them a boost, it will repay you in good-will.

## How To Write

Many people are of the opinion

that to publish a bulletin you must be a born writer. This is no more true, than that all credit union leaders are bankers. Any person, who knows something about his credit union or the credit union movement, can tell the story. Be yourself, write your story as you would tell it to one of your friends. Use plain and simple facts, told in a clear and simple manner.

When you write your articles, keep them short, to the point, and interesting to your readers. Should you have something special, which would require much explaining, tell enough to arouse your readers interest, then suggest they contact one of your officers for the complete story.

Each month The Credit Union Bridge has many interesting and informative articles for you to pass on to your readers. You may reprint these, or they will give you ideas for your own publication.

The cheapest way to publish your paper is to mimeograph it. If you have such facilities available, your cost would be for the paper only. If printing facilities are not available, a local letter service will do the job at a small cost. Should you desire a more effective job, with pictures, drawings, and special lettering, a photo offset printer will give your work more class. If you desire to have it printed at a regular printing firm, there is no limit as to what you may produce. The Credit Union Bridge gladly furnishes cuts, mats, and other material to help you.

## What To Write

To better give you an idea of how to prepare a publication, I should like to tell about our little paper. We named it "Alexandria Postal Credit Union Bulletin". We feature the letters C U B in the mast-head and refer to it as "The Cub".

The Cub consists of four mimeographed pages, one sheet of 8½" by 14" colored stock folded. We feel that it is more attractive than a larger two page job. Our paper is published by a local mimeo shop, which renders us valuable suggestions as to appearance and make-up.

We feature a little drawing on our first page to tie in with our lead



## One For All, All For One

One For All, All For One (Un Pour Tout, Tout Pour Un) is the motto of Montreal Firemen's Credit Union (La Caisse D'Economie Des Pompiers De Montreal) of Montreal, Quebec. Their financial report indicates that they have conducted their credit union affairs accordingly.

Organized in 1945, total assets are now \$1,310,000. Members' savings amount to \$1,050,137 and loans outstanding to \$1,067,451.

"We celebrated our 8th birthday and the million dollar mark by a supper for the officers of the credit union and civil authorities of our town, including the mayor of Montreal, M. Camilien Houde," writes Charles D. Gladu, president of the credit union. A souvenir napkin, printed in three colors was given to all guests. (See above.) Reports are written in both French and English since many members only read French.

article. We do not have any artists in our organization, so we use tracings, supplied by a mimeo supply firm. These little drawings attract many of our readers who otherwise would toss our paper away.

In most issues we start with a little item on savings, (we do not have to "sell" our loans; most of the time we have a waiting list) or the advantages of share and loan insurance, or any of the many other services we can render our members. We also tell about what is happening in our organization, chapter, league and CUNA. This always give us plenty of news for the first page.

### Classifications of Copy

Our second page is devoted to "Facts and Figures". We start with a condensed financial statement, total assets, loans and shares for the previous month and compare it with the same a year ago. We then welcome and list the new members. This gives them a "belonging" feeling.

Page three we devote to office activities. We boost picnics, dances, union meetings, dues reminders, or anything for the benefit of our employees. We also like to mention personals, weddings, deaths, births, or anything outstanding in which our people is involved. When there is a shortage on such items, we like to run items like "Who Remember?" "Things and Stuff," "Did You Know," etc. These are little items that give our readers quite a bit of pleasure. We always remember the old saying, "Everyone loves to see his name in the paper, especially if it is something nice."

Our fourth page carries almost any item, credit union news, personal, etc. We use jokes, poems, cute remarks by children and other amusing items, reprinted from other publications.

There is, of course, no single rule to follow in editing a credit union publication. I am, positive, however, that it pays to have one.

### Worldwide Invitations Mailed for CU Day

UNDERSCORING the international aspect of Credit Union Day, interested groups throughout the world have been invited to join the celebration this year.

Societies carrying on credit union work or linked to it by ties of mutual interest received personal

invitations from Thomas W. Doig, managing director of CUNA.

Such groups as the Raiffeisen Societies in Germany and credit unions in Australia, the Philippines, and South America were among those urged to participate in the holiday on October 15.

During the year, CUNA receives numerous letters with foreign postmarks from businessmen, cooperatives, workers' associations, etc., expressing the writers' desire to bring the credit union story to their countrymen. Mr. Doig's invitation suggests Credit Union Day as a fitting occasion to accomplish this, and at the same time to forge bonds of brotherhood between the peoples of North America and other lands.

### Seasonal Inquiry

WE CAN'T UNDERSTAND how the ant acquired such a reputation for being industrious. Nearly all we ever saw were on a picnic.

### New Quebec Managing Director



HERVE LANCTOT, Montreal, is the managing director of the Quebec Credit Union League.

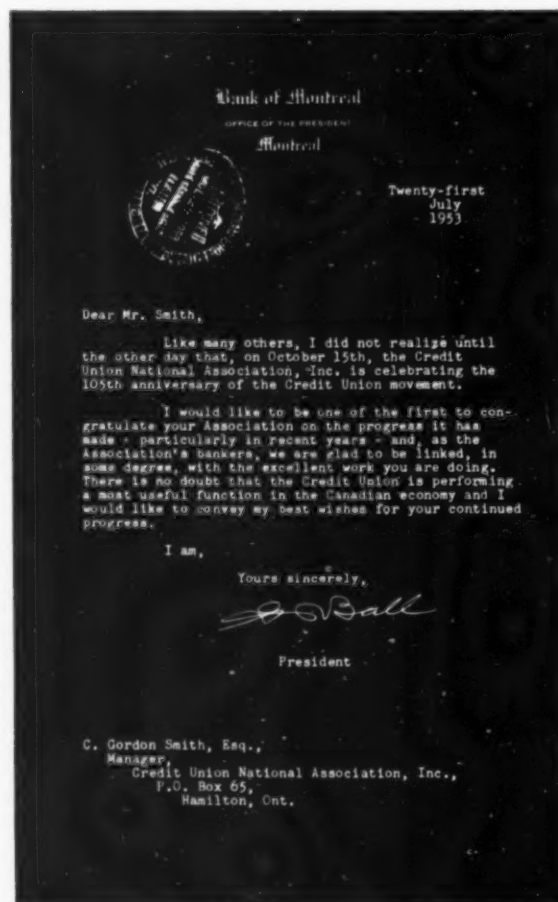
Mr. Lanctot comes to the league from the Windsor Station Credit Union in Montreal where

he was serving as credit union president. For three years he served on the Supervisory Committee, and in 1945 he was a delegate to the state league convention.

Born January 11, 1925 in Montreal, he attended Sir George Williams College until joining the Royal Canadian Air Force in 1943. After returning from service he became a rate clerk with the Canadian Pacific Railroad in Montreal.

Herve is the first full-time employee of the Quebec Credit Union League.

## Banker Honors Credit Union Day



Since the beginning of Credit Union Day celebrations in 1948, community leaders have shown themselves eager to participate in this international holiday. Letters containing high praise for the work of credit unions and congratulations on the anniversary of their founding, have poured in from all parts from Canada and the United States.

Bank President Ball's message on this year's observance of Credit Union Day is expected to be followed by scores of similar letters reflecting the interest of prominent persons in the celebration.



**J.** D. NELSON MACDONALD and Thomas W. Doig had just had their blue and purple academic "hoods" placed over their heads and draped around their shoulders. In academic circles they were now Dr. MacDonald and Dr. Doig, having received the honorary degree of Doctor of Laws from St. Francis Xavier University, Antigonish, Nova Scotia; a university known over the world for its success in translating the knowledge of the classroom into popular self-help action by the people.

These international credit union leaders and twenty-one other workers for the general good had stood one by one and heard read citations which reviewed in some detail the wisdom and enlightened action their life work had inspired in mankind. Each in his turn had received his diploma and hood. And now they sat together on the stage there in the auditorium of St. Francis Xavier University, at Antigonish, Nova Scotia, while one of their number gave the address of the day. In black caps and gowns and colored hoods they sat, a little uncomfortable and at least a little proud; twenty men and one woman, rich in years of service to mankind.

#### "Credit Unions Count for a Lot"

The speaker was Dr. Murray Lincoln, president of CARE; president of the Farm Bureau Insurance Companies. Like most who spoke that day and night and the next day and night, during his talk he spoke of credit unions. (Credit unions are a basic part of the Antigonish Movement of the university's extension department, now celebrating its Silver Anniversary.)

Dr. Lincoln said, "Credit unions, as you know, count for a lot in keeping your own money under your own control. They have provided for people to pool their savings and make their money work for them. They have demonstrated a new and fascinating principle—that individuals who have no credit can, by pooling their efforts and their resources, no matter how small, actually create credit.

"But credit unions have also a great moral significance. It is no coincidence that credit unions have had comparatively fewer cases of dishonesty than any other kind of financial institution. The credit union spirit is the spirit of cooperation, and cooperation—if it's genuine—helps to make people honest."

#### From Distant Lands

Through a window on the side of



Thomas W. Doig, CUNA managing director and J. D. Nelson MacDonald, former vice-president of CUNA and CUNA Mutual director received honorary degrees of Doctor of Laws at St. Francis Xavier University in Antigonish, Nova Scotia in July.

## Famous University Honors Credit Union Leaders

By Howard Custer

the stage a radio operator could be seen. He was sending out across the Maritime Provinces of Canada these words and the stories of what these people had done and the inspiration of this Anniversary Celebration. Many in the audience were men and women from distant lands who would carry far afield what they were learning and the inspiration they were receiving.

#### Other Credit Unionists Honored

Because of their interest in and familiarity with the Antigonish Movement, everybody being honored on that stage and undoubtedly most of those in the audience had some previous knowledge of credit unions. In addition to the ones we have already mentioned, a number of those receiving degrees had made credit unions an important part of their work. Senator Cyrille Vaillancourt is manager of La Federation de Caisse Populaire, serving French speaking credit unions. George Boyle is author of the biography of Alphonse Desjardins, credit union pioneer of the Western Hemisphere. Jerry Voorhis authored the definitive pamphlet

on co-op credit unions and has spoken eloquently at many credit union meetings. Louis MacGuire is president of the Prince Edward Island Credit Union League. Bjorn Arnason is registrar of Co-operative Associations and Credit Unions of Saskatchewan. Ellis Green has been a director of his credit union for 20 years and is now its president.

For two days these honored guests and visitors were to attend conferences and visit with each other in the halls and on the walks and lawns of the campus and around tables in the university dining hall. Together they were, as one university officer said, honoring the university, while receiving understanding and inspiration from the work of the university they were reviewing.

#### Basic Answer to Basic Question

They were honoring the university and the university was honoring them because of their mutual interest in and their mutual contribution to a basic answer to a basic problem: how can the whole brotherhood of mankind enjoy

For the degree of Doctor of Laws (Honoris Causa), Mr. Thomas W. Doig, Madison, Wisconsin, U.S.A.

An outstanding voluntary worker and pioneer in the credit union movement in the state of Minnesota; a founding father of the Credit Union National Association; an advisor on consumer credit to the Federal Reserve Board; Managing Director, since 1945, of the Credit Union National Association and its affiliates.

Noted for his steadfast dedication, his untiring energy, his top executive ability, Thomas W. Doig ranks high among those responsible for the rapid growth of credit unionism in North America. In honoring Mr. Doig, the University recognizes eight million members of credit unions, in Canada, the United States and other countries, who, together

through thrift along with productive and educative credit, have brought about a miracle of modern finance.

For the degree of Doctor of Laws (Honoris Causa), The Reverend John Donald Nelson MacDonald, Dartmouth, Nova Scotia.

One of the original promoters of adult education and economic co-operation in the Atlantic Provinces; at one time or another, a chief executive officer of nearly all our major educational and co-operative organizations; a lecturer, educator and organizer who carried the message of co-operation and adult education across Canada and into the United States.

A man whose Ministry, in the United Church of Canada, has been distinguished by a crusading spirit for social justice and social charity.

bought their own fishing gear. With the help of other cooperative organizations of their own they multiplied the amount they received for their goods. They were able to live in better houses, wear better clothes, enjoy better lives.

### Significance of Degrees

Probably the credit union people being honored on this university auditorium stage before these distinguished guests never before thought of themselves as university professors, but now they could not help but know that in a very real sense that was what they were.

For what had they been doing all these years but passing on, to those with the will to learn, universal economic truths which their study and their insight had revealed, and which their sympathy and their patience had made acceptable to those they revealed them to. With each credit union they helped organize they were helping people apply universal laws to the solution of vital problems.

"Give the people knowledge, give the people confidence in themselves and in each other, give the people the vision to see that in union there is wondrous strength, and they will best solve their own problems." That is indeed the lesson and the demonstration of the Antigonish movement, as it is indeed the lesson and the demonstration of the credit union movement.

That is why St. Francis Xavier University honored credit unions with the degrees it granted credit union leaders. That is why credit unions honored the university by participation in the Silver Anniversary Celebration of the University's Extension Department and its world-famed Antigonish Movement.

On the last day of the conference as the meetings were drawing to a close, before the final banquet, the inevitable moment of let-down occurred. The discussion had got off on a tangent, the pertinent questions had petered out, the chairman was puzzling a little how he could bring things back into focus and to the point that should be grasped and carried away.

From the audience rose the man who was now director emeritus of the university's extension department, Dr. Coady; who had been the first director of the department and was still a major spokesman for life-long, country-wide education and cooperative action. Dr. Coady

more fully the benefits of Creation and of Man's own Creativeness?

To get and apply the answer to this question these men and women, and this University, had devoted their lives. (The University would be celebrating its one hundredth anniversary this fall.)

The answer they were finding and telling the world about seems a simple one when once stated, as basic ideas usually do: It is this: give the people knowledge, give the people confidence in themselves and in each other, give the people the vision to see that in union there is wondrous strength, and they will best solve their own problems.

It is a simple answer that is working miracles, but its truth is seldom seen all of a sudden. Usually men see it first as in a glass darkly, even when most divinely revealed to them. Its truth must be stressed again and again and demonstrated over and over. Only the most dedicated and the most patient teachers in all history have taken the trouble to bring this understanding to the man on the street, and in the field, and in the shop.

### Kitchen and Field the Classroom

The Antigonish Movement of St. Francis Xavier University, like the credit union movement, is the work of such teachers.

Father Hugh MacPherson, Father Jimmie Thomkins, Father

M. M. Coady took the classroom into the farmer's kitchens and the farmer's fields. Many of their students never saw the university halls, but in these men and their associates traveling over the land, over primitive roads, with primitive comforts, winter and summer, the people of the Maritime Provinces found what is basic to a real university: the store of knowledge, the inspiration, and the self discipline to profit by that knowledge and that inspiration. The harvests from their labor grew more abundant, and they became increasingly proud of the homes and the communities they were building.

Here was a university that did not confine its classes to formal classrooms, and laboratories, and text materials, but that went in person to the citizen throughout his life as he faced the problems of life.

The need for united action, for mutual self-help, soon became apparent. From ways to make the soil produce more goods, they proceeded to study practical economics. Over their fences, around their neighborly tables, they talked things over with their friends from the university and with each other. They formed study groups that met regularly. They organized credit unions, and with the help of credit unions, the farmers financed their own operations and the fishermen

has spent his life getting people to prove they "can do ten times what they think they can."

This afternoon he did not try to expound any economics, even the most practical; that had already been done admirably well—he and his associates had taught well. It had been shown that brotherly love and cooperation is good business and profitable in better living. But what were the eternal verities involved? Wasn't it good for its own sake to help one another? Wasn't that the real point?

So Father Coady asked for a moment to speak before the meeting adjourned. He was invited up to the lectern, and the audience of nuns and priests and teachers and other servants of the people waited expectantly as he walked slowly down the aisle, and out through a door, and then onto the stage. They welcomed him with prolonged applause, partly in sheer happiness that he was still with them, for his great body had been strained almost to its limit by overwork and until recently he had been sorely ill. Now he stood almost as straight as ever, gestured almost as eloquently as ever, and spoke every bit as movingly as ever.

His exact words were not recorded which was a shame, for this paraphrase cannot do them justice.

### The Divine Materialism

"There is something I want to say to you before I say my final goodby. Remember this, it is God's will that the people be well fed, well clothed, well housed. Don't you forget. I know you are thinking there he goes again with his materialism. But I say to you it is you who are materialistic. It is I who speak for the spiritual.

"You say I see in the rainbow only moisture and light and the law of physics. You say I don't see God's poetry in the beautiful colors of the rainbow. I say it is I who see the poetry of Creation in the formation of the rainbow. I see the wonder of God's laws which uses the millions of drops of water suspended in the sky after a storm to break up the white light all around us as it passes through the moisture to separate the colors of the prism and form the beautiful rainbow. That's the poetry of Creation.

"My materialism comes straight out of the Bible. It is the materialism of the Good Samaritan. Remember the Good Samaritan gave material assistance to the poor fellow who had been beaten and

robbed and left helpless by the road side. The Levites left the victim and went by on the other side of the road. We have a lot of Levites around about today too.

"But the Good Samaritan lifted up the poor man, eased his wounds with materialistic oil, bound them with materialistic cloth, eased his thirst with materialistic water, placed him on a donkey—and I guess there isn't anything more materialistic than a donkey—took him to a materialistic inn, and handed over to the innkeeper materialistic coins, and told the innkeeper to look after the man without stint. If more coins were needed the Good Samaritan would provide

them when he returned in a couple of weeks.

"That is the sort of Divine materialism Christ preached and we are practicing. That is the job you have to do. And don't you go around asking anybody's permission either."

### House of Representatives Credit Union Formed

A CREDIT UNION was recently organized to serve employees of the House of Representatives in Washington, D. C.

Employees of the Senate and the White House already have their credit unions.



Jan. 17, 1949

### THE MARITIMES

#### By Their Bootstraps

Onto the ice of the Miramichi River trudged fishermen from the little Acadian village of Neguac, N.B. As they do every winter, they chopped holes, set their box nets in the water below for a harvest of silvery smelt. One night last week the harvest was cut short. A gale whipped across the river, broke up the ice, carried it out into the Gulf of St. Lawrence. Along with the ice went \$30,000 worth of smelt nets.

As they do in time of trouble, the hard-hit smelt fishermen headed through the darkness to the home of their parish priest, husky, hearty Father Arthur Galien, 46. He had both hope and comfort to offer. "Cheer up," he reminded them, "we still have our credit union."

**A Lifeline.** In their cooperative credit union they had saved \$60,000, more than enough to replace their lost gear. For that financial lifeline they could thank Father Galien. When he arrived in Neguac, ten years before, he had found a village of unpainted homes and debt-ridden fishermen. He held public meetings, went from door to door, patrolled the fish wharves to urge his flock to get together and help themselves. Father Galien helped them organize a credit union, a cooperative marketing agency for their fish, a co-op store. With the co-ops and the war-boomed price of fish, Neguac prospered. Its fishermen painted their homes in gay colors, built four new schools, a fine new stone church.

What the people of Neguac call "Father Galien's miracle" has been worked in

scores of Maritime fishing, farming and mining communities—largely because of work done at St. Francis Xavier University in Antigonish. Under its extension department director, the Rev. Dr. Mathias Moses Coady (TIME, Nov. 25, 1946), St. F.X. has spread adult education and co-op teaching through the Maritimes.

Pioneer of the co-op movement is a veteran parish priest, known throughout the region as "Father Jimmy." Father James Tompkins was born in the Maritimes' most distressed area, Cape Breton, and became an early supporter of the co-op idea. While on the staff of St. F.X. he opened special classes for fishermen, farmers and others with little education. That paved the way for the extension department, which took co-op education to the remote villages.

**A Lifetime.** As a parish priest, Father Jimmy had plenty of chances to test his theories. He started a study club in bleak Canso parish, organized a co-op lobster cannery. Later, in the coal-mining parish of Reserve, he set up a people's library, directed a co-op housing development named for him Tompkinsville. His co-op leadership knew no religious barriers. "There is," he said, "no Methodist or Catholic way to cut coal or catch fish."

By last week, when Father Jimmy retired at 79, co-ops had developed into a major Maritime enterprise. In 400 Maritime credit unions 90,000 members had saved \$9,500,000, and lent out \$23,500,000 over 15 years. Four wholesale and 200 retail co-ops did \$23 million worth of business a year. And co-op business enterprises valued at \$30 million were selling everything from fish to seed potatoes.



# Congressmen View D.C. Premier of "King's X"

**C**ONGRESSMEN from eighteen states and 400 credit union people and other guests attended the Washington, D. C. premiere of "King's X", the new credit union movie. With the District of Columbia Credit Union League as host, the Department of Interior Building provided the setting for a catered dinner and afterwards—showing of "King's X".

The program committee, with Carl Auvel, President of Navy Department Federal Credit Union as chairman intended to make the evening the most successful in the history of the D. C. League. Engraved invitations were sent to all Congressmen, and the various credit unions in Washington, D. C. serving government agencies and departments invited their top executives. Managing directors and credit union leaders of other states were invited to chaperon attending Congressmen from their respective states. William M. Miller, House minority door keeper was on hand to introduce the Congressmen as they entered.

Before the actual showing of "King's X", the opportunity was taken to make the meeting a two-fold affair—to include deserved tribute to Claude R. Orchard, retiring Director of the Bureau of Federal Credit Unions. He was presented with a certificate of merit, and then he introduced his successor, J. Deane Gannon.

Charles F. Eikel, Jr. in addition to his greeting on behalf of the Credit Union National Association gave some interesting facts about credit union developments in North America, the purpose of credit unions, and how they practice the philosophy of brotherhood. Some highlights were told by W. W. Pratt, executive director of Pennsylvania Credit Union League who served as technical advisor during the production of "King's X".

After-show comments indicated that the movie was well received. Besides the effect of "King's X" on attending Congressmen, this event aroused interest for credit unions among the legislators. Some

of those invited found it difficult to attend because of a seven o'clock roll call in the House of Representatives. A number of congressmen personally phoned the D. C. League for more information about credit unions; and others requested additional information by mail. Government department executives expressed interest in showing "King's X" to their employees.

The promotional value of this meeting actually will go far beyond the nation's capital. The D. C. League provided publicity for at least eighteen states whose elected representatives attended the showing of "King's X", namely Alabama, Arkansas, California, Idaho, Iowa, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New Mexico, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Texas, and Washington.



"The other team is kicking the ball now. Are they mad because we made a touchdown?"

## HOW VOLUNTEERS Organize Credit Unions

REV. GUY DEWHIRST, Secretary-Treasurer of the Wesleyan Credit Union of Normal, Illinois, recently organized the Rock River Conference Credit Union of Chicago.

When asked how he became interested in organizing this credit union he replied that after hearing of a credit union being organized

among ministers in North Carolina, he sent for our booklet "CUNA Emerges" which gave him so much enthusiasm that he decided to organize a credit union in his own Illinois Conference.

We then asked, "What caused you to organize the Rock River Conference Credit Union?" Rev. Dewhirst replied, "I got acquainted with one preacher in Rock River Conference who showed an interest. I talked to him every chance I had, and wrote him occasionally. When some of our widows began to get substantial insurance, I was more anxious to see them have the advantage of a credit union. I have also suggested the formation of a credit union to men now in other Conferences who were formerly in this one".

In developing the lead, Rev. Dewhirst explained that the matter was brought before the Rock River Conference, who voted to organize, leaving the details of organization to one of their preachers. Says Rev. Dewhirst "He would write me occasionally and I would answer questions and give him the best advice I could." A meeting of pastors was arranged, and Mr. Brietzke, of the Illinois Credit Union League, was present to give them all the assistance they required.

When it was rumored that large losses were experienced in the Illinois Conference, Rev. Dewhirst explained the situation and stated that for every dollar lost, \$34,000 was loaned. He said they have more money loaned than they have in shares. In new credit unions, he explained, the Board is apt to be a little too conservative. The members of the committee should recognize the purpose of the credit union and meet the needs of the borrowers.

## Job Rated

THE POLICEMAN stopped the man going down the street clad only in a barrel. "Are you a poker player?" he asked.

"No, I'm not", the culprit replied, "But I just left a group of fellows who are."

## Obligation Simplified

"SINCE I BOUGHT a new car, I don't have to walk to the bank to make my deposits."

"Now you drive over?"

"No, I just don't make any."



## Film Fund Grows

SINCE OUR LAST REPORT the following leagues, chapters, credit unions, and individuals have contributed to the Film Fund: (Federal credit unions are not allowed to contribute but may buy copies of the film for \$1,000. It is also possible for several federal credit unions in an area to jointly purchase a copy.)

Central Credit Union of California	\$1,000
Manitoba Credit Union League	300
Ernest C. Moore, Houston, Texas	10
Nova Scotia Credit Union League	1,000
Ontario Telephone Employees Credit Union, Toronto, Ontario	10
Peoria Chapter of Credit Unions, Peoria, Illinois	1,000

Virginia Credit Union League has contributed an additional \$750 making a total of \$1,000.

\$110 credited to the Central Chapter, Indiana Credit Union League in an earlier report was contributed by the following credit unions: National Malleable Thrift Credit Union, Continental Optical Employees Credit Union; Big Four RR Employees Credit Union and Block's Credit Union.

An additional contribution of \$15 has been received from the Central Illinois Ralph D. Long Chapter of Credit Unions, making a total of \$1050 from that chapter.

Total contributions now amount to \$73,839.

## Across the desk

By Stanley Harris



"Excessive speed" is still public enemy number one on the American highways. The following article produced by the Employers Mutuals Liability Insurance Company is one which I believe all

drivers might well keep in mind to temper the pressure on the gas throttle.

"Yes, 'stepping on the gas' is the most fatal of human errors. Over one-fourth of the drivers involved in our thirty-two thousand or more fatal traffic accidents every year are driving faster than the law or common sense allows.

"Some of these motorists aren't exceeding the legal limit, perhaps . . . but there is another speed limit that isn't painted and posted for bold display along our highways. Yet this limit is there for thinking

drivers to see. It flashes a vivid warning blinker in their minds when they run into a clutter of traffic, poor roads, a dose of foul weather, or any condition that calls for an ease-up on the accelerator.

"Our age is geared for a fast tempo; we're in a perpetual rush. But is there ever a good reason to exceed the safety limit? Imagine standing in the bloody aftermath of your reckless haste—the ugly, crumpled metal; the moans of your victims, or the terrible stillness and silence of death; the gasps and the awed, half-whispers of the gathering crowd; the frenzied scream of the ambulance siren; the eternal guilt, seeping steadily into your soul.

"Put yourself into that picture, and then imagine stammering out to the grim traffic officer the reason why your speed had been beyond your control! Wouldn't any reason for hurry be so ridiculous, there among the wreckage you had wrought, that you'd be too ashamed to put it into words?

"So keep posted, not only on the legal limits, but on the limits set

by traffic, road, weather, and the condition of your car. 'Step on the gas' wisely, because any speed can be a killing speed, depending upon the circumstances."

## Good Terms

THE MAN WEARING the rather fraying-looking suit entered a tailor's shop. "I hear that my son has owed you for a suit three years," he commenced.

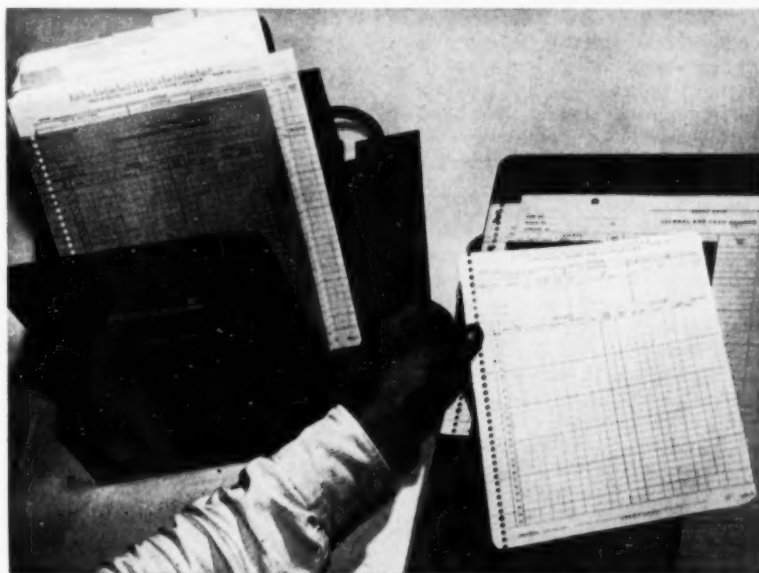
The tailors face brightened. "That's right, sir," he replied. "And have you come to pay the bill?"

"Gracious, no," replied the other. "I want one myself on the same terms."

## "King's X" Film Given CARE

NCR (NATIONAL CASH REGISTER) CREDIT UNION, DAYTON, OHIO has given one print of the "King's X" to CARE to aid in its program of self-help in needed areas of the world.

The first showings of this print of "King's X" by CARE are to be in the Philippine Islands.



Member's ledger card being placed on CUNA's new credit union posting board, CUNAPOST. The passbook form is already below the Journal and Cash Record Sheet. One writing will complete entries on all three forms.

## CUNAPOST

CUNA'S new posting board. Machine speed and accuracy, at a fraction of machine cost. In one writing you complete three entries: 1. in member's passbook or statement; 2. in member's ledger card; and 3. in the journal and cash record. You have a daily proof of postings. You cut posting and record keeping time in half.

Order now from

CUNA SUPPLY COOPERATIVE, Madison, Wis.; Hamilton, Ontario

# What About It?

*Write us about your credit union problem or your version of the problems and answers that follow.*

## Nuisance Accounts

How do you eliminate costly nuisance accounts? We have borrowers with the minimum share balance who never put into the credit union any funds whereby the other fellow may enjoy relief in times of distress. Then we have the distrustful or unstable person who builds his shares up to a comparative small amount and then withdraws periodically without quite closing out the account.

### ANSWER:

Your credit union provides a way of developing cooperation out of diverse thinking, aspirations, and abilities. We could not operate a credit union without both savers and borrowers. Cooperation is the important element. The advancement of our members is more important than an increase in the assets of the credit union, however, a credit union that renders good service seems to develop greater cooperation of the members and also greater assets.

Many members are apathetic and give little thought to accumulating savings to help others or for their own advantages. A number of credit unions have served a good purpose by encouraging their members to put something in their savings account along with each loan repayment. One credit union used the level payment plan for loans, and has found the borrowers willing to save from 50¢ to \$20 with each repayment. The five dollar accounts are disappearing. The borrowers are becoming savings minded, and many continue regular payments after the loans are paid off.

In case a member can better invest his savings to his own welfare elsewhere, I would not be concerned over his \$5 account, but I would be concerned if he took his loan business elsewhere unless he had unusual credit opportunities.

*The Members with Small Savings and Frequent Withdrawals:*

Most business concerns make a great effort to attract people into their place of business. They value the chance to show merchandise

and develop contacts, and they get some troublesome customers.

We have a greater concern for these troublesome people in a credit union. These people are likely going thru a period of change or a period of confusion. They may be undeveloped and are attempting to find worthwhile pursuits without knowing just what or how or where. It is a good thing they get in our way or we would miss the chance to be valuable to them. We can be of valuable service, not because of our knowledge so much, but because we can be friendly, because we can listen and be interested in them, ask good questions, encourage more careful thinking, suggest helpful contacts, tell enlightening stories, and encourage the necessary use of savings and credit.

The problems you mention may often stem from the tendency of the credit union directors or credit union management to reduce interest rates and to increase dividends, when the primary focus should be on providing better operating facilities, member information, and more qualified employees to show consideration and friendliness to the people that need it.

## 576 Blanket Bond

May we purchase the 576 Blanket Bond immediately or must we wait until the anniversary date of our present bond, which is December 1, 1953?

### ANSWER:

We suggest that credit unions make the change to the 576 bond on their anniversary date if it comes up within a few months.

It is perfectly all right to make the change immediately. In such a case you will receive full credit on the unearned portion of the premium on your present bond.

The final decision as to the effective date for a change to the 576 bond coverage rests entirely with your credit union.

### QUESTION:

My credit union has purchased a Form 23 Blanket Bond and in the past qualified for the excess cover-

age by purchasing primary coverage through CUNA in the amount equal to 20 percent of current assets at the anniversary date. Our coverage is to be renewed on September 15, 1953 and we desire to change to the new Form 576 Blanket Bond. Will it be necessary to continue to carry primary coverage in a certain percentage of current assets to continue to qualify for the excess coverage?

### ANSWER:

Any credit union who is a member of its respective state league organization or is a direct member of the Credit Union National Association and purchases the new Form 576 Blanket Bond as provided in the schedule, automatically meets the excess coverage requirements.

Here is the minimum bonding requirements and rate schedule for the Form 576 Blanket Bond:

ASSETS	MINIMUM AMOUNT OF BOND	ANNUAL PREMIUM
\$ 0 - \$ 5,000	\$ 1,000	\$ 8.00
5,001 - 10,000	5,000	27.00
10,001 - 15,000	10,000	38.25
15,001 - 20,000	15,000	42.75
20,001 - 30,000	20,000	56.25
30,001 - 40,000	25,000	67.00
40,001 - 50,000	33,000	78.00
50,001 - 60,000	35,000	92.00
60,001 - 70,000	37,000	100.00
70,001 - 80,000	39,000	108.00
80,001 - 90,000	41,000	120.00
90,001 - 100,000	43,000	124.00
100,001 - 125,000	45,000	146.00
125,001 - 150,000	50,000	166.00
150,001 - 175,000	55,000	188.00
175,001 - 200,000	60,000	208.00
200,001 - 225,000	65,000	232.00
225,001 - 250,000	69,000	246.00
250,001 - 275,000	72,500	262.00
275,001 - 300,000	76,500	276.00
300,001 - 325,000	80,000	298.00
325,001 - 350,000	84,000	312.00
350,001 - 375,000	87,500	328.00
375,001 - 400,000	91,500	342.00
400,001 - 450,000	95,000	362.00
450,001 - 500,000	97,500	372.00
500,001 - 550,000	100,000	377.00
550,001 - 600,000	102,500	382.00
600,001 - 650,000	105,000	387.00
650,001 - 700,000	107,500	392.00
700,001 - 750,000	110,000	397.00
750,001 - 800,000	112,500	402.00
800,001 - 850,000	115,000	407.00
850,001 - 900,000	117,500	412.00
900,001 - 1,000,000	120,000	417.00
1,000,001 - 1,200,000	125,000	422.00
over - 1,200,000	127,500	427.00

The above rates are on a Faithful Performance basis. For Honesty form only—Discount 12½ per cent.

If additional coverage is desired over the minimum amount of bond, charge a rate of \$1.00 per thousand per year on a Faithful Performance Basis.

For Honesty form only—Discount 12½ per cent.

## Consumer Assets Up 50 Per Cent

MR. CONSUMER is better off than he may think, according to a National Industrial Conference Board study. Since World War II consumer assets have increased more than 50% to better than \$800 billion in cash, insurance, homes, business interests, etc. But, cautions the board, the post-war rise in assets reflects rising prices as well as growth in real wealth.

According to the report, half the

families in the U. S. have net worth of \$7,500 or more. A sixth own more than \$30,000 in net assets. Further, families who earn under \$5,000—about 80% of the total—own nearly half the nation's wealth.

Of total assets, 29% is in cash and securities, 6% in insurance equities. The rest is in fixed assets. Excluding mortgage debt, homeowners' equities total about \$150 billion, and after installment debt, car ownership is valued at \$35 billion. Real estate holdings of \$100 billion top business investments, followed closely by farm ownership. Equity in unincorporated business and privately held corporations totals about \$65 billion.

However, ownership in privately held corporations is concentrated in 2% of the families, while corporate securities tend to be held in the upper brackets.

### Death and Texas . . .

A TEXAN, arriving at the gates of his eternal home, remarked, "Gee, I never thought heaven would be so much like Texas."

"Son," said the man at the gate sadly, "this ain't heaven."

## "Build-Ups" for Credit Union Day

**C**IRCLE IT on your calendar . . . mark it down in your memo book . . . star it on your list of Very Important Dates—the third week in October is Credit Union Week!

And to make sure nobody else in your town will forget, here are a few suggestions for tying a mental string on the finger of every citizen in your community.

First, have something scheduled every day of Credit Union week. Exactly what the event should be is up to you. You know your town and the ways it offers for reaching the greatest number of people with the credit union story. A sample schedule might run something like this:

*Monday* -- Radio discussion on credit unions at 1:15. (Must remember to bring extra scripts to studio in case Mayor or Tom Nelson forget theirs.)

*Tuesday*—Sally Gaynor speaking to women's club at 3:30. Needs pamphlets.

Check on whether Jim got the

picture on Nancy tacking up a Credit Union Day poster to the Gazette before deadline time.

8 P.M.—Rotarians in Jefferson Hall. Mustn't forget to stress how credit unions benefit entire community when speaking here.

*Wednesday*—Gazette promised to run picture story on credit unions today.

Stan arranged for assembly program in West High School. Call him about noon to see how it went.

Check again to make sure sound-truck permit okay for advertising parade tomorrow.

*Thursday*—This is it!

Parade and address by Mayor scheduled for 2:30.

Credit Union Day Dinner set for 6:30. Call projectionist to make sure "King's X" is shown when promised. Did Al definitely order the corsages for the speakers' wives? Check again.

*Friday*—Write Letter to Editor of paper, publicly thanking all in community who cooperated to make Credit Union Day a success. Write radio station manager, too.

TV station using news report on last night's dinner. Must catch it at 7 P.M.

Let CUNA Pop Program know how the Credit Union Day Kit helped and about success of celebration.

Drive Credit Union Day guest to station.

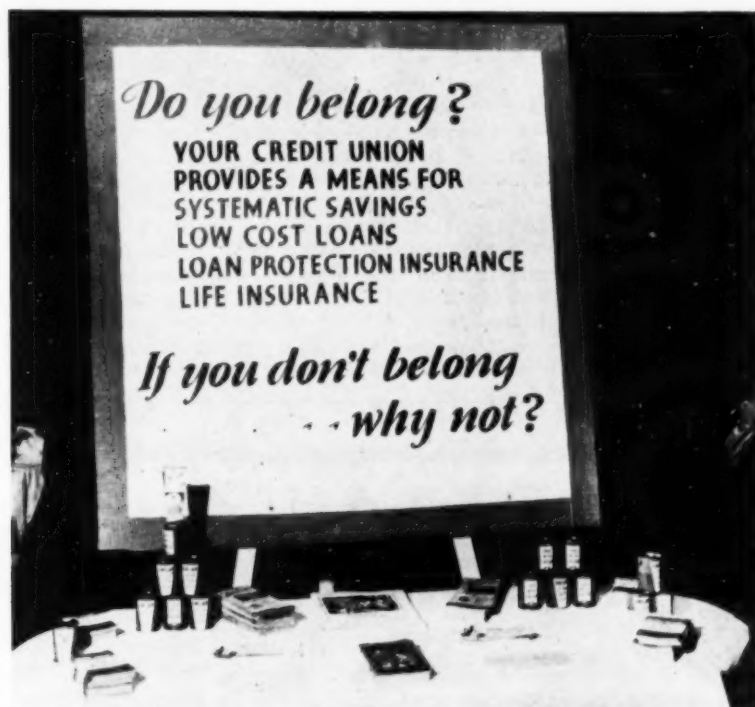
Get set for flood on requests for information on credit unions—as usual.

In a way, you can think of each day of Credit Union Week as the layer in a cake; each offering something new and interesting to tempt the public's taste.

For frosting, of course, there's that all-important Thursday—the climax of the week's festivities—October 15—CREDIT UNION DAY.

### Bond Application Requirements Simplified

THE CUNA INSURANCE RESEARCH DIVISION has announced that the individual application Form CU 66 is now required only from the principal financial officer or manager of the credit union. Previously all directors and committeemen were required to file the individual application form under blanket bond coverage.



Valuable credit union publicity was obtained during a company banquet given by the Sinclair Oil Company of Ft. Worth, Texas. An exhibit of credit union literature and promotion material (see picture above) was provided by Opaline Fort Worth Federal Credit Union and Sinclair Oil Company furnished small metal savings banks. Each guest received one of these banks with a copy of CUNA's pamphlet "Save From The Top Of The Pile" (ED 51) placed in the slot.

"Several inquiries were received and new members secured," writes J. E. Summerfield, treasurer of Opaline Fort Worth Federal Credit Union.



## Say "Thank You" on Credit Union Day

VIRTUE MAY BE its own reward, but a little added recognition never hurts.

In the case of the men and women who give so much of themselves to credit union work, that's particularly true. Sure, there's satisfaction in just being of help to your fellow man. But how much more satisfying to know your efforts are recognized and appreciated!

That's why the POP Program developed the Certificate of Merit. Handsomely printed and hand embossed with the gold CUNA seal, the certificate says "thank you" with dignity and elegance.



What's more, it's a very personal expression of appreciation for the kind of people who keep credit unions a going, growing idea. Space is allowed for the title of the organization making the award, the name of the award winner, and the date of presentation. The signatures of your chapter, league, or credit union officials add the final personal touch.

The Certificate of Merit is particularly suited for presentations on Credit Union Day when you'll want to spotlight outstanding contributors to the credit union cause in your area. They may be local businessmen, government officials or voluntary organizers. Or you may wish to honor the founders of your credit unions.

You'll find a Certificate of Merit in your Credit Union Kit, along with suggestions for making the awards. Extra copies can be obtained free of charge by writing to the Public Relations Department, CUNA, Madison, Wisconsin.

## The Family Credit Union Digest

What to expect from it, and how to use it

The Family Credit Union Digest which has appeared in The Credit Union Bridge since March, 1953 is written and edited for the CREDIT UNION MEMBER AND HIS FAMILY. It is intended to be a medium by which to reach your members and make them realize the advantages of belonging to a credit union through savings, loans, insurance protection and other services. We also try to give the average credit union member an idea of what is going on in the rather complex economy of modern life. In each issue is carried a factual human interest story which is intended to show how credit unions have helped their members in time of emergency and facts of present business methods.

What makes many credit union members inactive is no doubt the fact that they know little or nothing about their credit union, its operations and how it favorably compares with other financial institutions. The Family Digest will remedy this and will arouse interest among the members for conducting their business with their credit union.

The Family Digest should be mailed out to credit union members and thereby reach the homes. Insert a financial statement with it or any credit union literature for that matter. The Family Digest and a one-sheet financial report will go through the mail for two cents unsealed or for 1½ cents if the mailing meets 3rd class regulations. (Check with your post office).

Always put the name of your credit union, address, office hours, and telephone number on the Digest. There is no use sending it out if those who receive it don't know where to reach you.

If you prefer to mail the Family Digest alone for two cents this is possible by asking us on your order to leave the lower part of page two blank. You may then write the name of the addressee in the blank space, fold the sheet, and seal it with a two cent stamp.

If the cost of mailing the Digest to all your members at once seems to be more than the budget will allow, pick out the most inactive members and give it a try. The next month you might find that business has increased so that you want to reach the rest of the members also. Some credit unions send the Digest to their members every second or every third months, but report that they will include a monthly mailing in their budget for next year.

## The Family Credit Union Digest

Reprints May Be Ordered  
for Member Distribution  
at \$2 per 100

### The Credit Union Bridge

P. O. Box 431, Madison, Wisconsin

P. O. Box 65, Hamilton, Ontario

# FAMILY DIGEST



Volume 18

P. O. Box 431, Madison 1, Wisconsin; P. O. Box 65, Hamilton, Ontario

Number 7

## Teach Your Children Thrift

REMEMBER when you were a kid? Nothing starts a boy's day off worse than the command, "Tom-m-e-e-come in here and brush your teeth!"

Nothing starts his day off worse . . . but nothing starts his life off better than parents who teach him good habits.

Any adult who really thinks about it will classify thrift right along with good health habits. Saving is a habit which contributes substantially to good moral and emotional health.

It's not as easy to save as it is to spend; particularly for kids. Give a boy or girl a dime and he or she wants a dime's worth of candy—not a nickel's worth and a lecture on thrift. That's because they have not lived long enough to know how important it is to look ahead. So, they must be taught. If they are not taught, they may never learn.

If you're a parent, the job is yours. No one will do it for you. Your credit union can help. Not by supplying the parental patience and firmness it takes to teach such things, certainly. That's Pop's job—and Mom's. But by making available to your children the same kind of credit union membership for savings purposes which is open to you—with all the same benefits including regular dividends and insurance.

—Contributed by NCR Credit Union, Dayton, Ohio.

## Enthusiastic Credit Union Talk Started John to Save Thousands

THE CREDIT UNION directors were a bit embarrassed but proud to find how John Baker had saved thousands of dollars because of the credit union while he only had a \$5 share.

The credit union was organized about twenty years ago. The officers elected at the first meeting were excited about the possibilities of

the new organization and talked to their fellow workers about saving money and making loans in the credit union.

John was a little slow in accepting new ideas. He listened and yet took the conversation in a rather easy vain. At the time he was not married, and spent his evenings in the pool hall with fellow workmen.

Some months had gone by, when in the pool hall one evening someone mentioned that six acres of land on the edge of town was for sale at a very good price. John had sort of a sensation come over him to the effect that "wouldn't it be nice to own a few acres of land". It did seem to him that it would give him a little prestige, besides, no telling, there might be even future mineral values found. He even imaged himself a land owner.

The next day at lunch one of the credit union directors asked "Who is going to join up today from this section?—just take your turn, boys . . . no crowding." They laughed, but John broke the silence that followed. "How about a loan?" "Sure. How much? Why?"

Before the afternoon was over John was a member and his loan application approved.

### A Good Borrower

John bought the \$5 credit union share along with his initial loan, but as often happens in less experienced credit unions all the repayments went to pay the principal and the interest. Before the loan was paid off, John had an opportunity to buy an adjoining eight-acre strip. Then he got married, and seemed to have reasons to constantly keep getting additional loans from the credit union. Later additional strips of land came up and he was able to pay bigger sums back on his loan with increased



"Your wife is here, Mr. Beemer! A storm is brewing!"

## How Are You Doing?

THIS IS THE TIME of year to prepare for fall and winter—to prepare the children for school—look over the winter wardrobe—get comfortable for the months ahead. That's a job sometimes, but don't worry—your credit union is here to lend every assistance to meet your needs. Be a good idea, too, to be thinking ahead of the children's high school and college days and saving some of each pay check to provide a good education for your children. Every day brings new members—who want to save or borrow. Each month more people activate their savings accounts with a regular savings deposit—A good rule? Sure! At least one deposit every month. How are you doing?

—Contributed by Mt. Carmel Parish Credit Union, Pueblo, Colorado.

### LIQUIDATE YOUR DEBTS

#### If You Own . . .

The butcher, the baker,  
The candlestick maker.

#### If You Have Trouble . . .

Paying these bills.

#### Borrow From Your Credit Union . . .

And Repay in convenient  
Monthly installments.

#### It Is Simple and Easy . . .

To pay the grocer, the  
doctor, the dentist, the  
hospital, the tax collector,  
the insurance agent,  
etc., with a credit union  
loan.

#### See Your Credit Union Now!

And borrow enough to  
pay these debts.  
Convenient terms to fit  
your budget.

### WITH A CREDIT UNION LOAN

**A CREDIT UNION**  
is a  
**FINANCIAL FELLOWSHIP**  
which produces  
**MUTUAL BENEFITS**  
for all  
**PERSONS WHO PARTICIPATE**  
**LET'S BE NEIGHBORLY**  
**Join A Credit Union Today!**

—Contributed by Flint Buick Federal Credit Union,  
Flint, Michigan.

salary and also the earnings from his land. This type of dealing stretched out over a period of 13 years.

One day the credit union directors became disturbed on noting so many \$5 accounts. John's was one of them. For all these years he had made loan after loan from the credit union, but still had only \$5 in savings. Some of the directors felt John was unfair to the credit union; that he shouldn't just use the money put up by others, but also should help make deposits which were absolutely essential for the credit union to have if loans were to be made. Over the period of the next year, directors were constantly harping at John to start putting something in his share account. Then one day, John came to the credit union for another loan. He still had only \$5 in savings. The treasurer called over several of the directors and pointed out that here was another loan request, and after the discussion of the board he

wondered if they would wish to make another loan to John.

The directors began immediately to point out how essential it was that everybody save. After quite a speech John looked up in his rather easy going manner and said, "Boys, all people are not alike. You never have been short of money in this credit union. Actually you have needed more borrowers, and now you have come to me beefing that I should be saving money in the credit union. I haven't done so bad. The first loan I made 14 years ago was to buy six acres of land. When I made that loan, I had to stop piddling my money away. By keeping myself in debt I have lived very frugal in a sense, and I have a 38 acre farm to show for it. I've got a pretty good barn on my farm, and a pretty fair house. It seems to me that I have done a good job of sav-

#### A Smile

*A smile should be easy to negotiate. It is standard equipment, even with the grouchiest of us. It is almost never over-used. It never wears out; indeed, it seems to grow brighter and more lovely with use.—Cy Lance.*

ing money. If it wasn't for my constantly paying interest, how would the rest of the savers get any dividends? It seems to me that loans are a vital part of the credit union program. Sure, right now I have a loan for a piano, but do you think I wanted to wait five years to get the piano, after my girl has grown up and left home? I believe that the success of this credit union is in building the assets

## IT'S OUR BUSINESS!

CREDIT UNIONS ARE OWNED AND OPERATED  
BY THE MEMBERS FOR THEIR OWN BENEFIT.

**EACH MEMBER HAS ONE VOTE**

**NO MEMBER HAS MORE THAN ONE VOTE**

Democratic Control of Credit Unions Provided

The Many Credit Union Benefits In The First Place

Democratic Control of Credit Unions guarantees  
THAT THESE BENEFITS WILL CONTINUE

**PARTICIPATE MORE FULLY IN**

**AMERICA'S DEMOCRATIC WAY OF LIFE**

**JOIN A CREDIT UNION TODAY**

—Contributed by Flint Buick Federal Credit Union,  
Flint, Michigan.

of the people, not just the share accounts."

The directors dropped their argument. John, no doubt, had more assets than any of the rest of them, and he had saved it by keeping his nose to the grindstone for worthwhile purposes, which also meant a profitable use of his spare time.

## Grand Jury Warns Car Buyers

THE HILLSBOROUGH COUNTY Grand Jury was quoted:

"The Grand Jury spent a great part of the evening discussing complaints of citizens regarding practices between used car dealers and finance companies in selling cars on a time payment plan.

"The Grand Jury at this stage of the investigation went on record as warning all buyers of used cars to beware of signing any contract in blank or incomplete form . . ."

It's much better to buy with the aid of a credit union loan.

—Contributed by the Credit Union Courier, Tampa,  
Florida.



**FOR mother's helper CASH**  
save and borrow at your  
**CREDIT UNION**

## Extraordinary Insurance

CURIOSITY can get cats—and human beings—into trouble. But curiosity also is credited with bringing us many of our great gifts—from automobiles to better clothes, conquest of diseases, many tools and techniques of modern living. Your curiosity about the credit union's plan for purchasing shares on installment and the operation of Loan Protection and Life Savings Insurance may open the way for you to provide increased security for your family. Would \$2,000 be of any help to your survivors following your death? If we told you that you can

create an estate of \$2,000 simply by signing your name to a promissory note and saving regularly thereafter doesn't your curiosity challenge you to confer with us about it? For the proof there is no catch, no ifs, no buts, no fine print exceptions and no "black magic", consult any of the credit union directors or members of the office staff.

—Contributed by the U. S. Courthouse Credit  
Union, Nashville, Tennessee.

## Common Problem

HAVING too much month left over at the end of the money.

**The Credit Union Bridge**



## 15

# In July: Never Have So Many Done So Much Six Leagues Over 100% Mark

By W. B. Tenney

Assistant Director of Organization and Education Department



**I**F WE SEEM to pre-empt the Divine right of Texans to the use of superlatives in these reports, we hope they will forgive us. When new records are being set each month, and the fever of enthusiasm is a good ten degrees hotter than the proverbial two dollar pistol, how can you avoid the use of "best", "most", "biggest", and so on? Frankly, I have about used up my stock of such terms and I guess the only solution is to apply for a month's work in Dallas to expand my vocabulary.

The 155 new credit unions reported in July by 48 states and provinces was not only the greatest number of credit unions ever reported in July, but also the greatest number of states and provinces reporting in any month in over ten years. The total was 17 less than June, but 31 more than July last year. Michigan ran off with first place on a score of 20. California protected its year-to-date lead and carried away second place for July, with 12. Texas was third, with 9. Florida, Illinois, and New York were all tangled up in fourth place, with 7 each. Missouri and Ontario shared fifth place with six each. All twelve senior members of the one-or-more-each-month club held onto their position with a grip almost as certain as death or taxes. Not so among the junior members, however, where both Connecticut and North Carolina dropped out. The seven junior members remaining are: Colorado, Georgia, Kentucky, Massachusetts, Montana, New York, and Wisconsin. We sincerely hope each of them can surmount the other seven obstacles and join the senior members at the end of next February.

## New Credit Union Drive

In the five months ending July 31, there have been 889 new credit unions reported—240 more than

the same months last year. It is even a few more than were reported during the 1948 Drive. It further shatters the illusion of a "normal summer slump" in organizing activity and proves we can organize during those months since not all persons are on vacation at the same time. We have a slight edge over our quota at this point and should be able to follow through in the remaining months and reach our 2000 quota without any great difficulty. California has a long lead for the five month period with a total of 94 new credit unions reported. Ontario has a slim margin over Illinois for second place. Respective scores are 78 and 73. Michigan jumped away from Texas and has

a fairly secure hold on fourth with 62. Texas completes the first five list with a total of 53.

## League Honor Roll

Numerous changes in the League Honor Roll occurred in July and we regret to report there are six less leagues out in the sunlight than last month. Maine, Nova Scotia, Vermont, Ontario, New Jersey, Massachusetts, Pennsylvania and Utah did not quite reach high enough to retain their listing. Missouri and Saskatchewan earned their way to the Honor Roll. The July Honor Roll contains 28 leagues that have reached 42% or more of their annual quota. Six of these are members of the 100% club, doubt-



## Three Credit Unions Organized Simultaneously

Three new credit unions recently were organized simultaneously in Hoquiam, Washington by volunteer organizer Chauncey Coston. The new credit unions are Shafer Employees Credit Union, A. & M. Credit Union, and Blagen Employees Credit Union.

Chauncey writes about the organization:

"This event can be traced directly to the Gabriel Heatter radio program, broadcast over station KXRO in Aberdeen, Washington. Last fall, Mrs. Donald Shay, wife of an employee of the Blagen mill in Hoquiam, heard the program and sent an inquiry about credit unions to Box 51, Madison. The letter was referred to me as the volunteer credit union organizer for this area, by the office of the Washington Credit Union League, which had received it from CUNA.

"I met with Mr. and Mrs. Shay, gave them as much information as I could, and left them with several posters and bulletins which Mr. Shay distributed at the Blagen mill. From there the interest was reflected into the local labor union, local 3099, AFL, Lumber and Sawmill Workers. Upon request of their shop committee I met with them and presented the credit union story to them. It was decided to form a credit union in each of three mills in Hoquiam."

The organization meeting was held on May 16th. Officers were elected, and Francis White, managing director of the Washington Credit Union League was on hand to explain how a credit union should operate. Shown in the picture above are Mr. White, Arthur Haines, treasurer of Blagen Employees Credit Union, and Ray Jamison, treasurer of Shafer Employees Credit Union. To the right we see Chauncey Coston, volunteer organizer and member of Founders Club, and Francis White after the organization was completed.

ling the membership since last month. The new members are: Alaska, Oklahoma, and South Dakota. We are quite certain both the number of leagues listed on the Honor Roll and the membership in the 100% club will be larger in the next few months.

### National Director Honor Roll

Activity among Directors and Alternates showed a very healthy increase during July. In fact, it came close to doubling the score all along the line. Last month, the number of credit unions organized was 30, and at the end of July it was 51. There were 9 Directors and 4 Alternates listed as responsible for the 30 and we now have 16 Directors and 5 Alternates credited with the 51 score. Nearly half, however, are full or part-time league employees and may therefore be normally expected to take more active part in organization. We hope most ardently the list will grow much longer in the next few months and that a substantial number of the names added will be those of

non-employees. It would be very gratifying to all concerned if we could list a great majority of the Directors and Alternates on the Honor Roll at the Annual Meeting in Madison next May.

### Volunteer Organizers Contest

Things are also moving at a rapid pace in the Volunteer Organizers Contest. A total of 58 new credit unions have been reported by 28 contestants at the end of July. This is an increase of 6 names and 20 credit unions over the previous month. Already two of the contestants have qualified for a prize. Earle Reed, last year's winner, leads the way with 7. Don MacKinnon, winner of one of the \$50.00 prizes last year, is in second place with 5. A number of others are very close and we are quite sure they will get over the hump in the remaining seven months. We would still like very much to see a greater number of leagues represented in this contest. Any volunteer may enter the contest and every contestant can win a prize.

Each person who enters and reports one or more new credit unions organized will receive a gift copy of "Liberal's Progress", the biography of Edward A. Filene, written by Gerald W. Johnson, unless awarded one in a previous contest. A first prize of \$100 plus expenses to attend the annual meeting of CUNA in Madison next May will be awarded to the contestant organizing the greatest number of credit unions within the contest period (March 1, 1953, through February 28, 1954). In event of a tie for first place, each contestant who is so tied will receive \$100, but the trip expenses will be awarded to the contestant who has the highest percentage among the credit unions he organized in the following classes:

1—League Membership; 2—CUNA Mutual Loan Protection contracts; 3—CUNA Mutual Life Savings contracts; 4—subscriptions to the CREDIT UNION BRIDGE. The ranking of tied contestants will be considered within the classes in the order in which they are listed.

## STATISTICAL STANDINGS

District Standings		
District	Quota	Organized Per-cent
Central	330	191 57
Western	300	154 52
Southern	370	172 46
Northeastern	210	87 41
Canadian	300	115 38
Midwestern	185	65 35
Eastern	305	103 33

### League Standings

#### CENTRAL DISTRICT

W. L. Alzman, Indiana, O & E Committee Member		
Wisconsin	45	35 77
Michigan	105	62 59
Illinois	135	73 54
Indiana	45	21 46

#### WESTERN DISTRICT

W. G. Lonergan, Washington, O & E Committee Member		
Wyoming	2	3 150
Alaska	2	2 100
Montana	12	11 91
Nevada	4	3 75
Colorado	20	14 70
Idaho	10	6 60
California	185	94 50
Utah	12	5 41
New Mexico	5	2 40
Arizona	8	3 37
Washington	20	7 35
Oregon	12	4 33
Hawaii	8	2 25

#### SOUTHERN DISTRICT

Henry Claywell, Florida, O & E Committee Member		
Arkansas	5	9 180
Oklahoma	6	7 116
Canal Zone	1	1 100
Dominican Rep.	5	4 80
Mississippi	10	7 70
Florida	38	25 65
South Carolina	8	5 62
Alabama	22	13 59
Kentucky	16	8 50
Texas	116	53 45
Tennessee	34	13 38
Georgia	30	11 36
Jamaica	6	2 33
North Carolina	20	6 30
Puerto Rico	10	2 20
Louisiana	38	6 15
British South		

America	1	0 0
Dominica	1	0 0
Virgin Islands	3	0 0

#### NORTHEASTERN DISTRICT

L. W. Kilburn, Connecticut, O & E Committee Member		
New Hampshire	10	9 90
New York	85	40 47
Massachusetts	35	14 40
Maine	10	4 40
Vermont	10	4 40
Connecticut	45	12 26
Rhode Island	15	4 26

#### CANADIAN DISTRICT

H. M. Daley, New Brunswick, O & E Committee Member		
Saskatchewan	10	8 80
British Columbia	20	11 55
Ontario	190	78 41
Nova Scotia	10	4 40
Quebec	25	7 28
Manitoba	25	6 24
New Brunswick	6	1 16
Newfoundland	2	0 0
Prince Edward Is.	2	0 0
Alberta	10	0 0

#### MIDWESTERN DISTRICT

W. O. Knight, Jr., South Dakota, O & E Committee Chairman		
H. E. Wingstad, Nebraska, O & E Committee Member		
South Dakota	8	9 112
Missouri	45	19 42
Kansas	27	10 37
Nebraska	20	6 30
Iowa	35	10 28
Minnesota	40	10 25
North Dakota	10	1 10

#### EASTERN DISTRICT

Joe Flannery, New Jersey, O & E Committee Member		
Delaware	2	1 50
Dist. of Columbia	18	7 38
Pennsylvania	80	30 37
New Jersey	56	21 37
Ohio	25	8 32
Maryland	32	9 28
West Virginia	12	1 8

### League Honor Roll

Arkansas	5	9 180
Wyoming	2	3 150
Oklahoma	6	7 116
South Dakota	8	9 112

Alaska	2	2 100
Canal Zone	1	1 100
Montana	12	11 91
New Hampshire	10	9 90
Saskatchewan	10	8 80
Dominican Rep.	5	4 80
Wisconsin	45	35 77
Nevada	4	3 75
Colorado	20	14 70
Mississippi	10	7 70
Florida	38	25 65
South Carolina	8	5 62
Idaho	10	6 60
Alabama	22	13 59
Michigan	105	61 58
British Columbia	20	11 55
Illinois	135	73 54
California	185	94 50
Delaware	2	1 50
Kentucky	16	8 50
New York	85	40 47
Indiana	45	21 46
Texas	116	53 45
Missouri	45	19 42

### National Director Honor Roll

William Dempsey, Alabama* (A)	3
C. Frank Pratt, California	1
Clyde Dwyer, Colorado*	7
L. R. Nixon, Connecticut*	4
L. W. Snyder, Connecticut	2
Paul R. Ashbrook, District of Columbia	1
T. E. Attwood, Florida	1
E. H. Tackley, Idaho	1
Lee Cupp, Indiana	1
C. E. Oldham, Indiana* (A)	6
Benjamin Lipson, New York	1
Saxey Stahl, New York* (A)	2
R. G. Bendel, Oklahoma*	2
Franklin D. Read, Rhode Island**	2
H. T. Sanderson, Texas (A)	2
Karl Little, Utah**	1
Myron Steele, Utah (A)	1
R. E. Bergengren, Vermont*	4
Frank H. Beard, Virginia	3
R. N. Elliot, Quebec*	1
M. Eriksen, Saskatchewan*	5
*Full-time League employee	
**Part-time League employee	
(A) Alternate Director	

### Volunteer Organizers Contest

Earle Reed, Woodstock, Ontario	7
Donald J. MacKinnon, Farmington, Michigan	5
Chauncey Coston, Hoquiam, Washington	4
Wilbur M. Richards, Toledo, Ohio	4
Frank H. Beard, Newport News, Virginia	3
O. F. Burdick, Texarkana, Texas	3
Patrick F. Flood, Bay City, Michigan	3
Evans Holder, Memphis, Tennessee	3
R. J. Moore, Verdun, Quebec	3
H. T. Sanderson, Corpus Christi, Texas	3
E. T. Ferguson, Memphis, Tennessee	2
S. D. Jackman, Jr., Houston, Texas	2
Mrs. J. Morin, Brunswick, Maine	2
Marvie L. Bell, Greeley, Colorado	1
J. Ronald Bingham, Nampa, Idaho	1
Melvin K. Davenport, Caldwell, Idaho	1
Faria Davis, Los Angeles, California	1
Mrs. L. deMasterson, Monroe, Louisiana	1
Miss L. Mahoney, Grand Island, Nebraska	1
Leland Miller, Sidney, New York	1
C. A. Olsson, Boise, Idaho	1
Vernor Porth, Erie, Pennsylvania	1
J. J. Radford, Nampa, Idaho	1
Ray Ramsey, Lincoln, Nebraska	1
Mrs. H. R. Weakley, Memphis, Tennessee	1
William White, Omaha, Nebraska	1
Glenn Wickings, Marysville, Michigan	1



In event there is still a tie, all the contestants so tied will receive both the \$100 and the trip expenses. Every volunteer is welcome to enter the contest. Send your name in today. Follow these simple rules:

1—Send a letter or postcard to Mr. T. W. Doig, Managing Director, Credit Union National Association, P. O. Box 431, Madison 1, Wisconsin, stating your desire to enter

the contest and listing any credit unions you have organized since March 1, 1953.

2—Soon after the organization of each additional credit union, report that fact to Mr. Doig by letter or postcard.

3—On or before March 31, 1954, send Mr. Doig a complete list of all credit unions you have organized within the contest period.

With your letter of entry, ask for the free Volunteer Organizers Kit of useful material to help you with your work.

## Founders Club

### New Members

SINCE OUR LAST REPORT the following new members have been admitted to the Founders Club:

Mr. Harvey Lanciot, Windsor Credit Union, Montreal, Quebec.

Mr. Thurman C. Smith, Redstone Federal Credit Union, Huntsville, Alabama.

Mr. D. R. Bell, Printers Industrial Credit Union, Windsor, Ontario.

Mr. Ring Harrington, Santa Fe General Office Employees Federal Credit Union, Los Angeles, California.

Mr. Jack Kent, Southern Humboldt Grangers Credit Union, Fortuna, California.

Mr. James Bell, Philadelphia Company Group Eastern Division Employees Federal Credit Union, McKeesport, Pennsylvania.

Mrs. Juanita Watkins, Farrans Employees Federal Credit Union, Jacksonville, Florida.

Mr. Ernest Boyer, Proctor and Gamble Employees Federal Credit Union, Long Beach, California.

Mr. Lodie Grizzle, USS & B Employees Federal Credit Union, Los Angeles, California.

Mr. Ray Ramsey, Lincoln City Employees Credit Union, Lincoln, Nebraska.

Mr. William Wallie, Line Material Federal Credit Union, E. Stroudsburg, Pennsylvania.

Mr. Joseph Griffin, Robertshaw Employees Federal Credit Union, Youngwood, Pennsylvania.

Mr. Edmund Washiewicz, Lovell Manufacturing Employees Federal Credit Union, Erie, Pennsylvania.

Mr. George Oberleitner, Viscose Meadville Employees Federal Credit Union, Meadville, Pennsylvania.

Mr. J. E. Galbreath, Old Hickory Employees Credit Union, Old Hickory, Tennessee.

Mr. Walter J. Hayes, Woven Hose Employees Credit Union, Cambridge, Massachusetts.

Mother Marie Alicia, Roseau Credit Union, Roseau, Dominica, British West Indies.

Mr. Arthur Patterson, CCG & E Concord Region Federal Credit Union, Concord, California.

Mr. S. T. McCloy, NAA Employees Federal Credit Union, Los Angeles, California.

Mr. Foster A. Begg, California Teachers Association Southern Section Credit Union, Manhattan Beach, California.

Mr. John O. Helgren, San Diego Postal Credit Union, San Diego, California.

Mr. William J. Fox, Swift Employees Federal Credit Union, Watertown, South Dakota.

Mr. George Farris, Alexandria Telephone Credit Union, Alexandria, Louisiana.

Mr. Francis White, CUNA Credit Union, Madison, Wisconsin.

Mr. J. H. Dickerson, East Texas Telco Credit Union, Longview, Texas.

Mr. S. E. Liljestrand, S-I Federal Credit Union, Houston, Texas.

Mr. C. E. Sargent, Orange Federal Employees Credit Union, Orange, Texas.

Mr. L. P. Shannon, Quaker Employees Federal Credit Union, Sherman, Texas.

Mr. J. I. Dykes, Concho Federal Credit Union, San Angelo, Texas.

Mr. Jack Lawson, Beaver Credit Union, Montreal, Quebec.

Mr. W. H. Savage, Father Kramer Federal Credit Union, Center Line, Michigan.

Mr. Anthony Ditzhazy, Dairymen's Federal Credit Union, Highland Park, Michigan.

Mr. Roger Mattix, Niles Terminal Federal Credit Union, Niles, Michigan.

Mr. Donald J. Murray, Ferndale Co-op Credit Union, Ferndale, Michigan.

Mr. Clarence Avery, Saginaw Gun Plant Employees Federal Credit Union, Saginaw, Michigan.

Mr. Merrill Bailey, Anaconda Muskegon Federal Credit Union, Muskegon, Michigan.

Mr. Robert Smith, Norge Employees Federal Credit Union, Muskegon Heights, Michigan.

Mr. Edward S. Billee, Cadillac Employees Credit Union, Detroit, Michigan.

Mr. Karl Preshaw, Ryerson-Haynes Employees Federal Credit Union, Jackson, Michigan.

Mr. Arnold Nesbit, Dairymen's Federal Credit Union, Highland Park, Michigan.

Mr. John Arsenault, Wyandotte Columbus Federal Credit Union, Wyandotte, Michigan.

Mr. L. A. Clayton, St. Joseph (Saginaw) Federal Credit Union, Saginaw, Michigan.

Mr. Glenn Wickings, Chrysler Marysville Federal Credit Union, Port Huron, Michigan.



## NOW'S the time— Pocket-calendar-ordering time

We order more and more of these year-long credit union boosters, but even so we aren't always able to keep up with the fast-growing demand, and anyway it's always good to avoid last minute delivery worries.

We'll fill orders in order received, at no increase in price over last year, as long as our supply lasts.

Let us know how many you want. If you want us to imprint your credit union name and address (and most do), spell out carefully three or four short lines of imprint copy. We'll go right to work on your order, or merely quote price. Just say which you want us to do.

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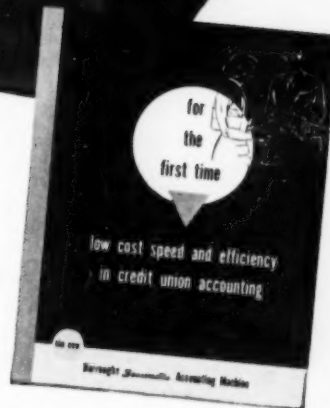


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# The Way I See It

## No Name Please

TO: THE EDITOR

Let the little man under the umbrella remain just that. No name should ever be given him. He is you or I, or our neighbor or friend in a distant land. Suffice it to say he is the "little man" under the BIG umbrella. He invites all of us to join him under that umbrella to share in the protection it affords. When I go out and organize a credit union or sign up a new credit union member, then I am that little man under the umbrella and I am offering it's protection to my fellow man. Every act or deed you do for the movement makes you that moment the "little man". Please let him remain anonymous.—*Lawrence Villeneuve, Bull's-Eye Credit Union, Wisconsin Rapids, Wisconsin.*

## F.D.I.C. Type Insurance For Credit Union — Opposed

TO: THE EDITOR

I see, according to the last issue of Bridge, that we are still compelled to oppose imposition of F.D.I.C. insurance on share accounts of credit unions.

Why are we always faced with the threat of legislation to force F.D.I.C. on credit unions? Are we guilty, by indirection, for part of this threat, due to faulty thinking? Deposit insurance should be for the protection of money deposited in the custody of banks or other in-

stitutions for its safe-keeping until it is required for use by the depositor. A bank's funds consist of two classes of money, that which is deposited for safe-keeping which is covered by F.D.I.C. and of that which is invested in the capital stock of that bank, and is not so insured. The one may, under proper circumstances, be paid an interest for its use. The other shares in the net earnings of the bank, earns dividends. This is the same as dividends paid the stock-holders of any corporation, whether a bank, railroad, mine, or what-not.

When money is paid into share accounts in credit unions, would it not seem proper to consider it as money paid into the capital structure of any type of business? And if we don't properly explain this to our members, and if we don't recognize this distinction ourselves, how can we expect politicians, who for the most part, know nothing of credit unions and credit union philosophy to understand it?

Some credit unions do have deposit accounts and might be subject to a legitimate application of F.D.I.C. for these. But for share accounts, we should not be required to accept F.D.I.C. unless such insurance is also extended to protect all money invested in the shares of any business or industry that sells shares for the purpose of creating any part of its capital structure.

F.D.I.C. was created because of a condition that existed in the banking industry at that time, and to meet a demonstrated need. The money on deposit in banks was being lost to depositors because of the mass failures of banks all over the country at that time. The need for F.D.I.C. was demonstrated before it was created. Something had to be done to re-establish confidence of the people in the banks, to assure them that it was safe to deposit their money in these banks. No such need exists in the credit union field. We finance no banana republics nor wild-cat oil well ventures. Our money is invested in the safest place in the world, the integrity of the nation's working people. Let those who need it have F.D.I.C.

Credit unions do not. And tell the politicians about that. — *D. L. Hamilton, Portland Postal Employees Credit Union, Portland, Oregon.*

## Why People Give

EDITORIAL: — FROM THE EYE OPENER, HAMILTON, ONTARIO.

What is it that attracts and holds people's interest and enthusiasm for the credit union ideals? It is not for gain or financial profit; there is none to be had. Mr. Edward Filene of Boston was already a millionaire when he became interested in the movement. It is not for glory or fame, for Earl Grey, (the Governor-General of Canada) and Mr. Mackenzie King, both had achieved fame when they became supporters of the movement. So what is it?

Take the well known people of Hamilton who have always boosted the credit unions, (many of them working to further the movement) who are prominent in other fields, yet find time to take an active part in this great movement. They do not do it for personal gain, financial or otherwise. Mr. Aubrey Dalglish, the president of the Ontario Credit Union League, is one of the most ardent supporters the



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Madison 1, Wisconsin Hamilton, Ontario

The Credit Union Bridge







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"MORE THAN JUST POSTING MACHINES, our 3 Nationals are, in fact, a complete bookkeeping system in themselves," reports Treasurer Steinke.



MR. R. A. STEINKE, Treasurer, Gates Mutual Credit Union, Denver 17, Colorado.

## "Our *National* System saves us \$10,380 yearly... pays for itself every 15 months!"

"In the four years since we've installed our National machines, we've grown from less than \$1,000,000 in assets to over \$2,500,000," writes Mr. Steinke. "Our average savings per member, among the highest in the nation, have grown from less than \$250 per member to \$439. Yet, despite this very considerable increase in work load, we estimate conservatively that through use of National equipment, we have been able to reduce our working force by 25%!

"Most important of all, however, is the protection our Credit Union receives from using National machines. The locked-in totals and regis-

ter tape, the certified receipts, the prevention of altered figures and the itemized statement and ledger card (with no mussy carbons!) afford us the safest internal control system we have yet to discover. These safety controls, which are an integral part of the National System, would alone be worth the total cost of the machines. All this, of course, is reflected in the increased respect and confidence of our members.

"Therefore our remarkable savings, gratifying as they are, constitute only part of the benefits we enjoy from our National machines."

*It will pay you, too, to investigate how much a National System will cut your costs and assure, at the same time, faster service and essential control. Your nearby National representative, a trained systems analyst, will gladly make a survey of your operations and give you the facts on how they can be improved. There's no obligation, so call him now.*



**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**

September, 1953

movement has ever had, who if the truth be known, has spent hundreds of dollars of his own money, and practically all his spare time, helping credit unions to start and operate successfully. There is Mr. C. H. Bray, who is prominent in community affairs in Ancaster, yet he finds time to take an active part in the movement. There is Mr. Lunt, Secretary of T.H.&B. Railroad; Mr. J. M. Homer of the Health Department; Mr. W. Muirhead, Asst. Streets Commissioner; Mr. Howard Patterson of Dundas; Mr. Phil Sawyer; Archie Barr, and many others, who, despite other activities, find time to take an active part in teaching the philosophy of the credit union movement. Yet as is well known, all these gentlemen have good positions, and instead of spending their spare time helping others, they could be enjoying themselves fishing, motoring, watching sports or television; but instead, they prefer to spread the philosophy of the credit union movement.

WHAT IS IT that is so attractive about the movement that makes people who, once interested, never seem to lose that interest? It is something unexplainable—it gets you like spring fever; like the mountains call a mountaineer; like a rushing stream calls the fisherman; like a crap game calls the gambler. We only know there



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Madison 1, Wis.    Hamilton, Ontario

is great satisfaction in knowing we are one little unit in the great credit union movement.

## Why Belong To The League?

FROM: THE LARIOT, SAN ANGELO, TEXAS

We once heard a credit union director ask "Why should we join any kind of a league? We're getting along all right, without paying a bunch of outsiders to meddle in our affairs." Well, brother, they aren't outsiders, and it would not have been possible for you and your fellow credit union members to have ever organized a credit union if it had not been for the cooperative efforts of groups and organizations very similar to TCUL.

TCUL belongs to the credit unions of Texas. Every credit union in the state is eligible for membership and no credit union ever made a sounder investment than TCUL membership.

## Advisability of Borrowing

FROM: FLORIDA CREDIT UNION NEWS

There seems to be a trend of thought in the minds of some business leaders of our country that we may be in for a "recession". Consumer goods are more plentiful than they have ever been and because of this abundance, retailers are conducting all-out advertising campaigns to induce the public to buy their merchandise. Prices on few items have gradually decreased. The recent government policy on credit has strengthened interest rates and credit is becoming more difficult to obtain as time goes on. In view of these trends what should be the attitude of a credit union board of directors in making loans to their members? We certainly do not feel qualified to answer this question but we would like to propound a few reminders before your credit union might restrict its policy in extending loans to your members.

1. If economic conditions tighten will your members cease to raise families, get married, build homes, buy things they need for their household, etc.?
2. If prices are attractive and a member has an opportunity to take advantage of substantial discounts on things they might buy in the near future, should the credit union restrict such loans because of changing economic conditions?
3. How far should a credit union go in borrowing money to meet the loan demand of its members? If

you ran into financial difficulty at a time when your credit union may not have enough total members savings to make you a loan how would you feel being refused knowing that the credit union could have borrowed money and made you a loan?

4. If loans are restricted or refused, are you positive that the member cannot get a loan elsewhere possibly at a cost several times what the credit union would charge?

Remember that in spite of changing economic conditions, life still goes on for people and along with it they require material needs and the credit to acquire them.

## A Duty To Be Happy

NOT ONLY is there a right to be happy, there is a duty to be happy. So much sadness exists in the world that we are all under obligation to contribute as much joy as lies within our powers.

—John S. Bonnell, D. D.

## Three New Missouri Field Men



JAMES M. RIEGEL covers the Kansas City area. Formerly treasurer of Swift and Company's Pony Express Credit Union, he comes to the Missouri league with considerable of credit union experience. During the war Jim was in the Air Force and spent several years in Africa. He is married and has two daughters.

MORTON E. JESTER will take care of the St. Louis area. Before joining the league he was employed by the Records Administration Center in St. Louis where he also served as vice-president and sub-treasurer of the RAC Credit Union.

Mort is a veteran of World War II. He is married.

RALPH H. HODGES started with the league in January. He covers the out-state chapters with headquarters in Sedalia. He was formerly treasurer of the Town and Country Shoes Federal Credit Union in Sedalia, where he also edited the company publication.

Ralph is married and has three boys, eight, four and one and a half years old.

## The Credit Union Bridge

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## About CUNA Mutual's Personal Insurance Counselling Service

**CUNA MUTUAL OFFERS** a free personal insurance counselling service to credit union people. If you would like to know what kind of insurance is your best buy, take advantage of this service. Without any obligation on your part, we will help you plan an insurance program to fit your particular needs, at the lowest cost to you.

**CUSTOM TAILORED!** CUNA Mutual analyzes your individual family situation, and tailors an insurance program to fit your special needs.

**SAVE MONEY!** Insurance counselling service helps you get the "best buy" in life insurance; helps you save money.

**WHAT KIND** of insurance will give your family the best protection? Ordinary Life? Term insurance? Extra-Ordinary Life? Home Protection? Or a combination of these?

**HOW MUCH** insurance do you need? Maybe you need more than you now carry—maybe you don't need any more!

**GET THE FACTS** by using CUNA Mutual's free insurance counselling service.

**HOW IT WORKS:** We send you a personal insurance counselling form. You fill it out, and return it to us. Using these facts as a basis, an experienced insurance counsellor works out an insurance program which will give your family the best all around protection for your insurance dollar.

**FREE** of charge! You get the advice of a professional insurance counsellor without any cost whatsoever.

**EXCLUSIVE!** Only affiliated credit union members may make use of this service.

**NO AGENTS** will call on you. CUNA Mutual provides all of its insurance services by mail, and passes the savings on to you.

**NO OBLIGATION** to buy insurance because you use the personal insurance counselling service. Write today!



as close as your mailbox

You can get personal insurance  
counselling service without cost  
or obligation from CUNA Mutual.

### CUNA MUTUAL INSURANCE SOCIETY

Madison, Wisconsin Hamilton, Ontario

I am interested in the personal insurance counselling service you offer without cost or obligation. 9-53

Name \_\_\_\_\_

Address \_\_\_\_\_

Date of Birth \_\_\_\_\_  
mo. day yr.

Credit Union \_\_\_\_\_

### CUNA MUTUAL INSURANCE SOCIETY

The Credit Union Owned and Controlled Insurance Company